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The diagram illustrates a system architecture for advertising management and delivery. At the top, three main components are shown: **USER INTERFACE SETUP CLIENT** (201), **ADVERTISEMENTS DISPLAY MANAGER** (210), and **SCREEN SAVER SUBSYSTEM** (220). The **USER INTERFACE SETUP CLIENT** (201) is connected to an **ADVERTISEMENTS 'KILLER'** (275) and an **INTERAD DATABASE** (230). The **ADVERTISEMENTS DISPLAY MANAGER** (210) is connected to the **INTERAD DATABASE** (230) and a **SCHEDULER FOR SOUND ADS, WALLPAPERS ETC.** (265). The **SCREEN SAVER SUBSYSTEM** (220) is also connected to the **SCHEDULER** (265). The **INTERAD DATABASE** (230) is connected to a **FEEDBACK MANAGER** (240) and an **ADVERTISEMENTS FEEDER** (250). The **FEEDBACK MANAGER** (240) is connected to an **INTERNET FEEDBACK** (260). The **ADVERTISEMENTS FEEDER** (250) is connected to an **INTERNET AD FEEDER** (270), an **ANOTHER SOURCE FEEDER** (271), and an **ANOTHER TYPE OF POLITE AGENT** (272). The **INTERNET FEEDBACK** (260) is connected to a **TCP/IP POLITE AGENT** (280). The **INTERNET AD FEEDER** (270) is connected to the **TCP/IP POLITE AGENT** (280). The **ANOTHER SOURCE FEEDER** (271) is connected to the **ANOTHER TYPE OF POLITE AGENT** (272). The **TCP/IP POLITE AGENT** (280) is connected to a **TCP/IP PROTOCOL STACK** (290), which is connected to a **PPP-TCP/IP OVER MODEM PROTOCOL** (295). The **PPP-TCP/IP OVER MODEM PROTOCOL** (295) is connected to the **INTERNET** (700). The **ANOTHER TYPE OF POLITE AGENT** (272) is connected to a group of **POLITE AGENT JOBS** (285), which are connected to a **SERVER** (600). The **SERVER** (600) is also connected to the **INTERNET** (700).

Methods and apparatus are provided for selecting advertisements (50) and other information from a computer network database (730) based on user defined preferences and transmitting the selected advertisement in background mode over a communications link (703) between the computer network (700) and a local computer (500) with minimal interference with other processes (285) communicating over the communications link (703). This method includes monitoring the communications link (703) and transmitting portions of the advertisement (50) when the communications link line utilization is below a preestablished threshold. Methods and apparatus are also provided for displaying or otherwise presenting the selected advertisements on the user's computer. Additional methods and apparatus are provided for selecting and presenting information stored on a local storage media (230) based on user defined preferences.

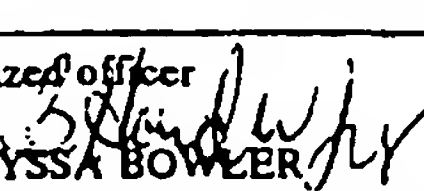
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# INTERNATIONAL SEARCH REPORT

int. application no.  
PCT/IB96/00829

<b>A. CLASSIFICATION OF SUBJECT MATTER</b> IPC(6) : G06F 13/00, 13/36 US CL : 395/200.09, 200.13; 370/229, 230, 232, 235; 348/10, 522 According to International Patent Classification (IPC) or to both national classification and IPC				
<b>B. FIELDS SEARCHED</b> Minimum documentation searched (classification system followed by classification symbols) U.S. : 395/200.01, 200.09, 200.11, 200.13; 370/229, 230, 232, 235; 348/10, 522 Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched Electronic data base consulted during the international search (name of data base and, where practicable, search terms used) APS search terms: utilization rate, threshold, advertisement, customization				
<b>C. DOCUMENTS CONSIDERED TO BE RELEVANT</b>				
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.		
X --- Y	US 5,220,564 A (TUCH et al.) 15 June 1993, abstract; col.1, lines 50-68; col.4, lines 3-68; col.5, lines 22-51.	1,3 ----- 7, 9 - 10, 12 - 13, 15-16		
X -- , E Y	US 5,604,542 A (DEDRICK) 18 February 1997, the entire document.	5,8 ----- 7, 9 - 10, 12 - 13, 15-16		
X -- , E Y	US 5,600,364 A (HENDRICKS et al.) 04 February 1997, abstract; fig.11-12, 18-19, 21; col.29, line 30 - col.31, line 63; col.34, line 40 - col.39, line 53.	5,8 ----- 7, 9 - 10, 12 - 13, 15-16		
<input checked="" type="checkbox"/> Further documents are listed in the continuation of Box C. <input type="checkbox"/> See patent family annex.				
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Date of the actual completion of the international search  16 APRIL 1997		Date of mailing of the international search report  <b>08 MAY 1997</b>		
Name and mailing address of the ISA/US Commissioner of Patents and Trademarks Box PCT Washington, D.C. 20231 Facsimile No. (703) 305-3230		Authorized officer  ALYSSA BOWLER Telephone No. (703) 305-9702		

# INTERNATIONAL SEARCH REPORT

Int. .ional application No.  
PCT/IB96/00829

C (Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X --- Y	US 5,283,639 A (ESCH et al.) 01 February 1994, the entire document.	5,8 ----- 7,9-10,12-13,15-16
X --- Y	US 5,412,416 A (NEMIROFSKY) 02 May 1995, the entire document.	5,8 ----- 7,9-10,12-13,15-16
A	US 5,099,420 A (BARLOW et al.) 24 March 1992, the entire document.	1-16